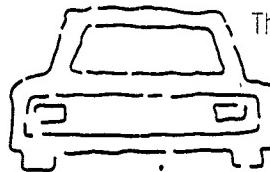


Enough cars to stretch  
bumper-to-bumper  
around the world  
four times  
is too much  
horsepower to ignore.



The 55.8 million smokers—like all Americans—love cars. In fact, smoker households own more than 35 million cars. Placed bumper-to-bumper, their cars would create a line approximately 100,000 miles long. And more than 5 million of the new automobiles sold last year were purchased by smokers and their families. America's smokers also buy American—fully 83% of their cars were made in the U.S.A. Smokers help keep America on the road to prosperity.

**The American Smoker—  
an economic force.**

**PHILIP MORRIS**  
**MAGAZINE**

Presented by Philip Morris Magazine in the interest of America's 55.8 million smokers.

Source: The Roper Organization.

Source: <https://www.industrydocuments.ucsf.edu/docs/xxbj0000>

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